

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

6989	AGENCY (OR SERVICE) ACTING AS AGENT FOR 322386		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	MUNDY KATOWITZ MEDIA		PRIORITIES USA ACTION		
AND	1322 G St SE		1101 15th St NW Lbby 2		
ADDRESS	Washington	DC 20003-3021	Washington	DC 20005-5002	
	USA		USA		
CONTACT			PRODUCT PUSA ACTION 8/7-13		
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO.	1519		PRODUCT CODE 1310
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 08/07/12 AND ENDING 08/13/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ethnicity		SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
ITEM	DAYS		FROM	TO						
PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY PRIORITIES USA										
1 30 MIN SEP	01110..	3	05:58A	07:00A	30S	08/07/12-08/09/12	THIS MORNING 6-7AM	3	500.00	1500.00
2 30 MIN SEP	01011..	3	07:00A	09:00A	60S	08/07/12-08/10/12	THE EARLY SHOW	3	450.00	1350.00
3 30 MIN SEP	W	1	09:00A	09:30A	60S	08/08/12-08/08/12	PITTSBURGH LIVE	1	330.00	330.00
4 30 MIN SEP	M	1	09:30A	09:57A	60S	08/13/12-08/13/12	PITTSBURGH LIVE	1	330.00	330.00
5 30 MIN SEP	01001..	2	10:58A	11:58A	60S	08/07/12-08/10/12	PRICE IS RIGHT	2	770.00	1540.00
6 30 MIN SEP	11111..	4 1	11:58A	12:30P	60S	08/07/12-08/10/12 08/13/12-08/13/12	NOON NEWS	5	730.00	3650.00
7 30 MIN SEP	F	1	12:30P	02:00P	30S	08/10/12-08/10/12	CBS SOAPS 1230-2P	1	365.00	365.00
8 30 MIN SEP	01010..	2	02:00P	02:57P	30S	08/07/12-08/09/12	THE TALK	2	250.00	500.00
9 30 MIN SEP	W	1	05:30P	06:00P	30S	08/08/12-08/08/12	530-6PM NEWS	1	650.00	650.00
10 30 MIN SEP	Th	1	05:58P	06:30P	30S	08/09/12-08/09/12	M-F 6PM NEWS	1	650.00	650.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

CONTRACT NO. REV.

1201-56146-1

DATE PRINTED

08/06/12

AND

PAGE 2

6989	AGENCY (OR SERVICE) ACTING AS AGENT FOR 322386			ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	MUNDY KATOWITZ MEDIA			PRIORITIES USA ACTION		
AND	1322 G St SE			1101 15th St NW Lbby 2		
ADDRESS	Washington DC 20003-3021			Washington DC 20005-5002		
	USA			USA		
CONTACT				PRODUCTPUSA ACTION 8/7-13		
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.	PRODUCT 1310		
			1519	CODE		
NATIONAL SALESPERSON						
BROADCAST SCHEDULE STARTING 08/07/12 AND ENDING 08/13/12 NO. WEEKS: 1						

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
11 30 MIN SEP	00101..	2	11:35P	12:37A	30S	08/08/12-08/10/12	11:35P-12:37A - LETTERMAN	2	325.00	650.00
12 30 MIN SEP	01010..	2	12:35A	01:37A	30S	08/07/12-08/09/12	THE LATE LATE SHOW W/CRAIG	2	150.00	300.00
13 30 MIN SEP	Sa	1	05:58A	07:58A	30S	08/11/12-08/11/12	SAT. MORN. LOCAL NEWS	1	175.00	175.00
14 30 MIN SEP	Sa	1	06:00P	06:30P	30S	08/11/12-08/11/12		1	315.00	315.00
15 30 MIN SEP	Sa	1	07:00P	07:30P	30S	08/11/12-08/11/12	SAT 7PM NEWS	1	315.00	315.00
16 30 MIN SEP	Su	1	08:58A	10:28A	30S	08/12/12-08/12/12	CBS SUN MORN	1	325.00	325.00
Total Contract:								28		12945.00
Billing Summary										
Qtr 3-12						Jul	Aug	Sep	Total	
						.00	12630.00	.00	12630.00	
GRAND TOTAL									12630.00	

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION